

**METHODS AND DEVICES FOR RECORDING CHANGES IN
VISUAL STIMULI OBSERVED THROUGH BROWSER-BASED
INTERFACES**

ABSTRACT

5 The invention provides methods and devices that address problems
encountered when attempting to accurately reconstruct visual stimuli being
displayed to a user as they interact with online-content, typically through a
browser interface. In one embodiment, the invention provides for the browser
to maintain a record of selected technical parameters and relevant data that
10 may impact the manner in which online-content is being displayed to the user,
taking into consideration the current context in which the browser is being
operated. In another embodiment, the invention is a device for recording
events as reported from a browser interface. The events are recorded in a
selected format and syntax to form a primary index of events and related
15 outcomes which comprise the user's interface experience. In operation, the
devices detects events as detected at the browser interface. Next, the devices
identifies, categorizes, and filters detected events as to their relevance to the
visual stimuli being presented to the user. The devices then assigns a unique
identifier, preferably in the form of an alphanumeric string, to each relevant
20 event. Furthermore, the devices records selected events into a log (along with
their categorization), a unique identifier, and the time in which the event
occurred. Yet another embodiment is a devices that records changes in
parameters that may impact the visual stimuli.

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